



News Release

For Immediate Release
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UDOH and UAF to Kickoff West Nile Virus Media Campaign “Fight the Bite: From Dusk to Dawn, Put Your DEET On”

(Salt Lake City, UT) – The Utah Department of Health (UDOH) joined by the Utah Advertising Federation (UAF), will begin airing television and radio messages today, encouraging Utahns to protect themselves from the serious West Nile virus. The campaign encourages people to ‘Fight the Bite’ by using mosquito repellent with DEET and cover up when mosquitoes are out through the simple message, ‘from dusk to dawn, put your DEET on.’

“We anticipate West Nile virus may hit Utah hard this year and people must learn how to protect themselves,” said Jana Kettering, Public Information Officer, UDOH. “These commercials are a key part of a comprehensive outreach campaign to raise awareness about protecting yourself and your family from West Nile virus. The commercials send a simple message; from dusk to dawn you should use mosquito repellent with DEET and cover up.”

UDOH has allocated \$50,000 to pay for the campaign and public outreach, however through a partnership with the non-profit Utah Advertising Federation (UAF), UDOH will receive approximately \$180,000 in advertising, design, media placement, production and special event value. Since UAF was able to draw upon the resources of its members, the campaign will reach audiences across Utah.

The commercials feature two families and their reactions to the news that mosquitoes may be carrying the West Nile virus this year. One family panics and resorts to extreme and unnecessary measures to protect themselves. The other family responds appropriately by simply applying mosquito repellent with DEET and covering up. While the commercials are

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not intended to make light of West Nile virus, they do incorporate humor to grab audience attention and emphasize the simplicity of using DEET.

“Working on this campaign has been a great opportunity for all of our participating members,” said Donna Foster, UAF President. “Each year our membership works together on a specially-selected project that is significant to the community. Work on the West Nile virus campaign has put us in a position to help educate Utahns about a serious issue facing our state.”

In addition to the television and radio commercials, the campaign will also include point of purchase displays where DEET will be sold, printed educational materials, billboards and community relations efforts utilizing posters and website resources. UDOH and UAF are coordinating with retailers, parks public swimming pools, golf courses and other outdoor venues to help communicate the protection message and make DEET products available. Organizations interested in obtaining campaign posters and other materials can request them through their local health department.

Members from the UAF, public health officials and the media were invited to a campaign kickoff barbeque today at Western Garden Centers, in Salt Lake City. “Launching the campaign at a garden center sends the message that people must protect themselves, even in their own backyards. Since the families in our commercials are seen at a backyard barbeque, we thought holding our own barbeque would be a fitting way to launch the campaign.” said Foster. Western Garden Centers gave backyard planting tips for reducing mosquitoes habitat.

Television and radio commercials, in both Spanish and English for the campaign, will begin today and continue throughout September. For more information regarding West Nile virus, personal protection methods and DEET, visit the UDOH Web site at: www.health.utah.gov
The UAF Web site is located at: www.utahadfed.com

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting health lifestyles.